S/N 10/666,681 PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Leonard Robert Speiser et al.

Serial No.: 10/666.681

Filed: September 18, 2003

Customer No.: 49845 Appeal No. 2010-01008

Examiner: Asfand Sheikh

Group Art Unit: 3627 Docket No.: 2043.093US1

Confirmation No.: 8255

Title: PRODUCT RECOMMENDATION IN A NETWORK-BASED COMMERCE SYSTEM

AMENDMENT & RESPONSE IN ORDER TO REOPEN PROSECTUION

Mail Stop RCE

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

In response to the Decision on Appeal dated September 3, 2010, please consider the following amendments to the application and the appended remarks.